Corporate Leveraging of Green Power for Public Relations

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Green Power Going Mainstream?

- Corporations are increasingly highlighting their green power purchases by involving PR depts
- Good PR about green power expands our market and supports new renewable capacity

- "Hottest Small Business Trends" – About.com
  - Youth Market (Generation Y)
  - *Green Power*
  - Health and Wellness / Quality of Life
  - Internet Sales

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Link to About.com article:
http://sbinformation.about.com/cs/bestpractices/a/aa122202a.htm

Targets for Public Relations

- Corporate outreach focuses on specific audiences
  - Customers
    - Communicating shared values with those who buy their products, shop at their stores, use their services, and ski at their resorts
  - Investors
    - Advising SRI community and Wall Street of climate risk reduction
  - Employees
    - Building employee pride and loyalty
  - Sector peers & Local community stakeholders
- Corporate outreach to public, industry sector and local communities have increased green power sales

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Public Relations Methods

- Point of purchase
  - Banners, signs
  - Wall murals
  - Window clings
  - ATM splash screens
  - Register receipts
- Product packaging
  - Java jackets
  - Labeling
- Media outreach
  - Press releases
  - Newspaper ads
  - Web site information
  - Brochures
- Corp communications
  - Annual reports
  - Corporate social responsibility reports
  - Email tags

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Odwalla put the green power message on select bottles of their smoothies.

prAna is using their Web site as a resource for their customers and dealers to learn more about green power.

www.prana.com/naturalpower

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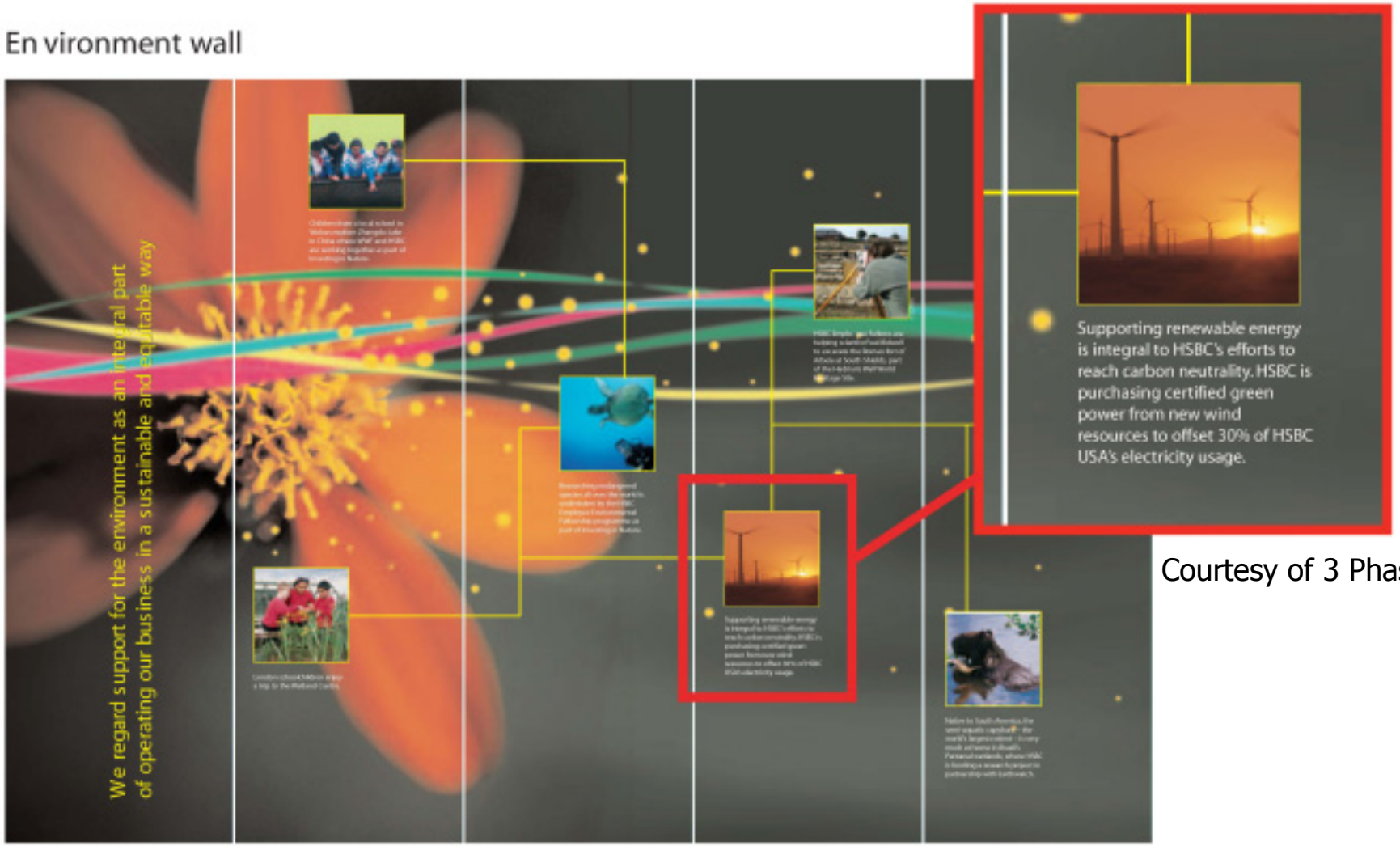
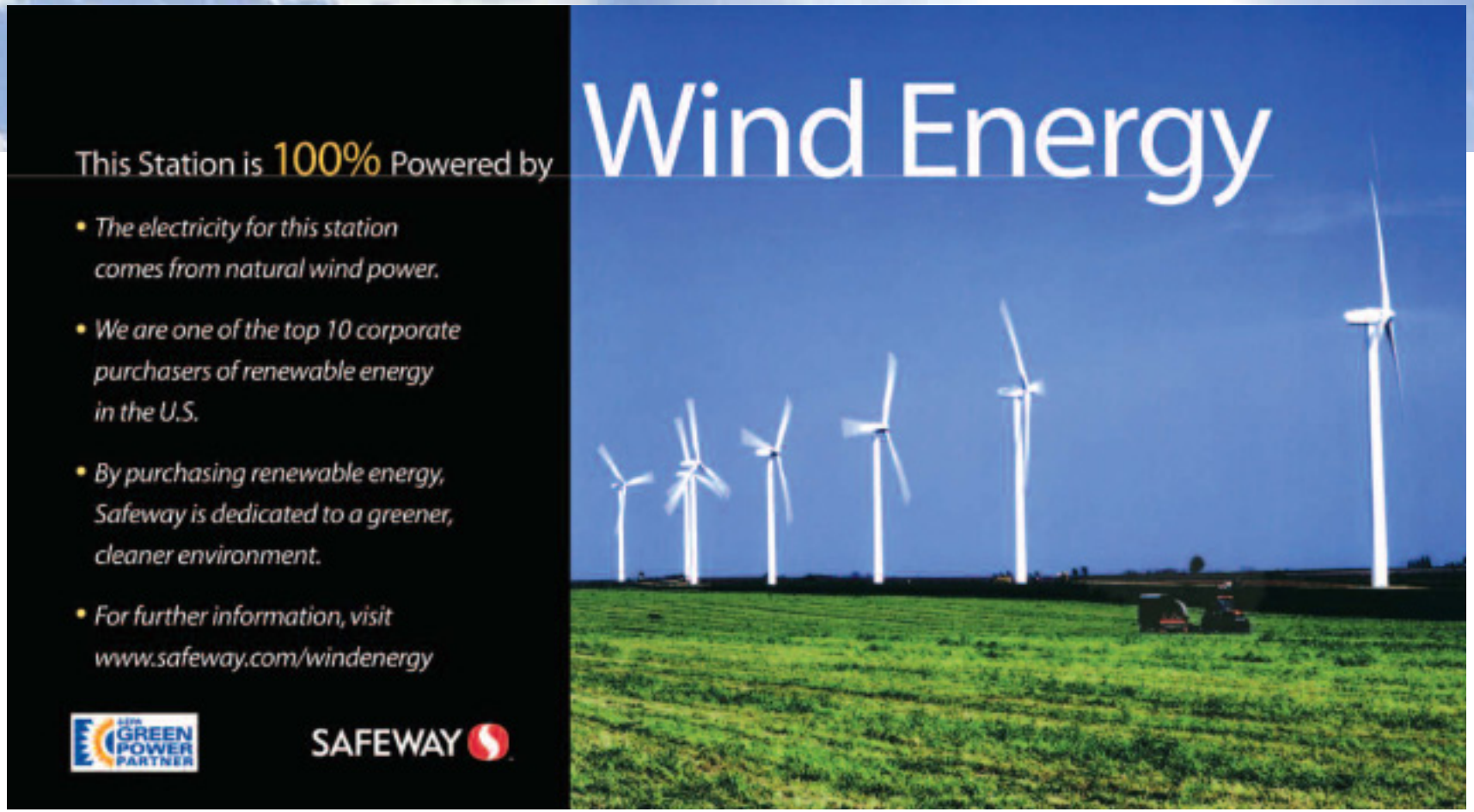
En vironment wall



Courtesy of 3 Phases

HSBC is installing a mural on their bank walls that conveys their integrated approach to supporting the environment.



Safeway created a "pump topper" to educate gas station consumers about the company's green power purchase.

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Aspen Ski Company raises awareness with this sign at the Cirque Lift and associates its brand with wind power.

Steamboat Ski and Resort Corporation publicized their green power purchase during the grand opening of a new ski lift.

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Solutions

Somsak Nanapitikorn (on right), Neotrogema director of facilities engineering, next to Neotrogema's solar rooftop installation in Los Angeles, California, US, with Angelina Galiteva of the Los Angeles Department of Water & Power, Neotrogema's partner in this major solar power project

Awards and Recognition

In the United States and Europe, Johnson & Johnson is recognized as a leader in reducing the environmental impacts of energy use.

GREEN POWER LEADERSHIP AWARD – The US Environmental Protection Agency established this recognition as part of the Green Power Partnership, a voluntary program designed to build demand for green power among large electricity users in the commercial, industrial and public sectors. Johnson & Johnson was one of eight award winners in 2002, in recognition of our on-site solar power installations.

EUROPEAN UNION GREENLIGHT PARTNER AWARD – Johnson & Johnson received the Partner of the Year award for 2002, the first time the GreenLight Programme gave such an award. We are a charter partner in this European Union initiative in which private and public organizations commit to upgrade their existing lighting and design new installations using energy-efficient lighting systems. Janssen Pharmaceutica in Beerse, Belgium, has implemented showcase projects under the GreenLight Programme, serving as model projects that are published throughout Europe.

NEXT GENERATION GOALS – OPERATIONAL PERFORMANCE INDICATORS

2002 performance against these goals is discussed throughout this Environmental Performance section.

METRIC	GOAL
ENERGY	By year-end 2005, 100 percent implementation of enhanced energy best practices and 4 percent absolute reduction in CO_2 emissions from base year 1990 By year-end 2010, 7 percent absolute reduction in CO_2 emissions from base year 1990
WATER	By year-end 2005, 100 percent implementation of water conservation best practices and 10 percent cumulative avoidance*
RAW MATERIAL (non-packaging)	By year-end 2005, 5 percent cumulative avoidance*
PACKAGING	By year-end 2005, 10 percent cumulative avoidance* and 100 percent use of recoverable packaging
NON-PRODUCT OUTPUT (NPO)	By year-end 2005, 10 percent cumulative avoidance* in non-hazardous NPO and 5 percent cumulative avoidance* in hazardous and toxic NPO

*Note: Cumulative avoidance goals represent avoidance in generation or use resulting from projects implemented in Year 1 (Y1), Year 2 (Y2), Year 3 (Y3), etc., calculated as follows:

$$\frac{\text{Total Avoidance (Y1 + Y2 + Y3 + ...)}}{\text{Total Usage or Generation (Y1 + Y2 + Y3 + ...)}} \times 100\%$$

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Johnson & Johnson incorporated news about its Green Power Leadership Award into its 2002 Sustainability Report.

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3.2 - Green Power – We did it, you can too

IFG is increasing the availability of renewable energy by purchasing 2.5 million kilowatt hours of "green tags" – the term for Renewable Energy Certificates. This purchase means that 2.5 million kilowatts of energy we draw from the nation's power grid will be replaced by wind energy. The result? An increased percentage of clean energy available for every electricity user in the U.S., and a corresponding reduction in non-renewable polluting sources.

The purchase of green tags allows IFG to offset electrical energy used at our Maine and Massachusetts operations. The EPA says this will save approximately 4.1 million pounds of carbon dioxide emissions – equivalent to taking 410 cars off the road each year!

This purchase, along with our use of biomass (wood chips) for thermal energy at our Maine facilities, brings our green power usage in Maine to over 58% of total energy consumed.

Terratex products manufactured under this program meet the environmental and consumer protection standards established by the non-profit Center for Resource Solutions. Through its Green-e program, The Center for Resource Solutions independently verifies the validity of renewable energy claims to help consumers select energy options that are better for the environment. Look for the Green-e logo on select Terratex swatch cards and memo tags signifying that 100% of the electricity used to make these products has been matched with Renewable Energy Certificates.

Purchasing green tags is the most efficient way of making green energy available to electricity users across the United States – regardless of where they live – and it's one of the easiest ways of reducing the environmental footprint of a project. Green tag purchases can even contribute to the achievement of LEED credits for both new and existing buildings. From an operational standpoint, nothing changes. From an environmental standpoint, the impact is huge.

For more information about green power for your project, visit www.green-e.org.

Look for this symbol certifying that 100% of the energy used to make a Terratex product has been matched with Renewable Energy Certificates.

Interface Fabrics created a brochure to tell customers about its green powered Terratex® Product line.

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Common Limitations

- Reluctant to "toot their own horn"
  - Audiences are skeptical of self-aggrandizing PR
  - Avoids "green-washing" perception
- Not considered newsworthy
- Reluctant to muddle brand or image
- Difficult to balance accuracy and catchy-ness

Helping Customers/Partners

- Educate and raise awareness of potential value of message
- Lend third-party credibility
  - Product labeling
  - Establishing benchmarks
  - Awards
  - Endorse public statements with quotes and logos
- Recognize leading customers' purchases
  - We've seen many examples of this in the past from billboards, awards, mail inserts, newspaper ads
  - Keep up this important work

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